



Jason C Maxwell



It's Jean Shaw here and today I'm talking to Jason C. Maxwell of JayMaxMarketing.com

Jason lives in Griffin, Georgia in the USA and describes himself as the hack with a knack, at least where explaining internet marketing is concerned.

However, that hasn't always been the case as Jason has a technical background.

He has, however, become a specialist in teaching small businesses how to set-up and run online marketing campaigns which is a great skill to possess in our current economy and rather appropriately has just released his first book on Amazon called [Local Business Insane Results](#).

Let's have a chat with Jay and see how he became to be a published author, so hi Jay how are you?

Jay: I am fantastic Jean and I'd just like to say thank you for having me on today. It's always a pleasure to speak with people especially to speak with people so far away and it's amazing the technology that we have in place I can sit here in my home office and look at a computer screen and talk to you all the way across the pond.

Jean: Fantastic and I hope you're not going to tell me you're sitting there in your pyjamas.

Jay: That's kind of funny that you say that because my girlfriend would come to my house sometimes at 3 or 4 in the afternoon when she would get off and she would say "you're still in your PJs" and I would say "and I intend to be."

Jean: It could be worse; there are a lot of people that don't wear them.

Jay: Oh yeah and you know no more suits and ties for me. If you ever see me in a suit a tie it's because someone forced me into that situation or maybe I'm going to a wedding or something very formal but you know I just like to take it very casual and I get to eat lunch when I want to eat lunch, there's no bell that rings, it's all up to me.

That has its good sides and its bad sides. If you're not a motivated person you get things done it's easy to stay in bed all morning too.

Jean: Absolutely and also when you become your own boss you are kind of responsible for everything aren't you? There's nobody to tell you what to do so as you say unless you are organized and committed it can be either that you take off and goof around or you take on too many things and become a bit overwhelmed.

Jay: Absolutely and I can't remember where it was, I think it was the Harvard business review, I read an article about 6 months ago and they were talking about the characteristics of people that are entrepreneurs and they figured that there is only about maybe 5% of people in the world that are really cut out for it because it does require you to be self-motivated, self-disciplined and not only that but to know when to say quits, to stop and go to bed at night.

Jean: Absolutely, well anyway let me congratulate you on your book, it's great timing as I said because certainly in UK many small businesses are closing down, I noticed when you said about that you just released it you were saying that it's your birthday so did you actually release it on your birthday?

Jay: You know what? I actually did. I released my first book on my birthday and so that was kind of exciting and I'll just kind of back up and tell you a little short story. As I was writing this book I didn't tell anyone that I was writing it other than just a few key mentors of my life who were really, they were the ones telling me to write it no one else knew and that would include my family.

A couple of days before my birthday they were taking me out to dinner and so we were having dinner, we were eating and I told them that I have an announcement to make. I kind of look at one point and they were all staring at me and I said "why are you all staring at me?" and they said "well you said you have an announcement to make and we all want to know what it is."

I took out the book but I didn't want them to see the cover or look to see my photo on the back and I just read the dedication on the inside which was dedicated to my mom and to my brother who were sitting there in front of me.

And I said "you know if I ever wrote a book I would want to write a dedication like this" and I read it out to them and they kind of look at me like it was weird and I said "in fact I did write a book and here it is" and I handed the first copy to my mom.

That copy is very unique and there actually never be another one like that one and so that was my first proof copy and I handed it over her and she immediately you know jaw hit the ground and she wanted a lot of graphics for it and it was a great time to spend with my family and to surprise them in that way to let them know that I have written a book.

Jean: Do you find it quite surreal when people ask for your autograph?

Jay: I actually find it very humbling. This past weekend I was at a conference of internet marketers and people coming up wanting autographs and wanting their photo made of you and things like that. It was very humbling because I realize that even though I had success as a person in the corporate world, for

several years I was in a very, very bad place in my life where I mean the concept of writing a book would have been just completely ridiculous.

I was unemployed, for a while I was struggling to find a place to live. I eventually found a kind of a one room shack in a family friend's farm and he let me stay there. The place when it rained, it rained right on to my bed. It was a bad, bad time of my life and a lot of that was due to pride and let me explain what I mean Jean.

As a corporate person I was making somewhere in the neighbourhood of \$200,000 a year. Being a guy in his early 20s making that kind of money I had all the toys, I had you know the fancy cars and the big house and all those things that a guy would want.

That all came crashing down. I had begun to feel kind of entitled to those things and I just wouldn't accept a job that was anything less and it left me in a state not only of unemployment for a while but eventually depression and it really drove me to the depths of despair.

It was really a good reason when I think in the end because in the end, having to go through all the things that I had to go through, having to struggle for money and for food and for place to stay, it really gave me that humility that I now need every single day because now I work with people who are just getting started in the internet business.

And you know can be very daunting to do sometimes and I just need to always remember what it was like for me when I first started and in that way I can always show them that care and concern.

Jean: You often find that when I spoke to people it's when they got to their lowest ebb that's when they have the turnaround in their lives where they have to make things happen and things started to change so yeah, well I can't really identify with that because I've never been in that situation but I noticed now that you do weekly webinars, free webinars which anybody can join.

Jay: Yes, yes I do. Actually I created a site for it. It's called AskJaysonMaxwell.com and that's the place where I basically give you information about my webinars and also post links that you can reach my webinars and it really is just dependent on what curriculum I'm going through at that time.

Right now for instance I'm teaching a class, a 4-part series called internet marketing 101 and I try to give out lots of good content and make sure that the people are able to get online and say "you know what I appreciate all that information you're giving but I have a question about this or I have a question about that and this is really holding me up Jayson, could you tell me how to fix this particular issue?"

Whether it is technical or it's like I don't understand how to build a list, well we're going to go through and teach you how to do that and try to do it in a

way that even a person who is not technical is able to understand and get some information out of the helps and movement forward of their business.

Jean: That is really good. Presumably you've learnt over the years how to do all these things because obviously you can't teach something that you are not efficient in, so how did you start? Was it with the normal sort of affiliate marketing?

Jay: That is an interesting story about how I started. I could tell you what I first started making money on or I could tell you the story about how I actually got into internet marketing, which one of those would you like to hear?

Jean: Whichever would benefit our listeners the most.

Jay: Absolutely, let me tell you first of all how I got into internet marketing to begin with. As I told you, you know I told you the story about how I was in a really bad place in my life and I happen to meet a mentor who was at that time was just a friend I had no idea what she did for a living and she told me that she had a business online and so I assume that she sold things on eBay.

After about 6 months of being friends with her, I Google her name one day and over a hundred thousand articles popped up about her and I thought "wow who is this woman? She must really be somebody important to have all these people writing about her".

So I called her up on the phone and she told me that she would love to help me get started into internet marketing.

I didn't really knew what that meant at that time, all I knew was that she was making a lot of money and she seems to be helping a lot of people. About 6 months went by of just kind of looking at things, not really understanding what I was seeing.

Even though I came from a technical background sometimes just the lingo that we use in internet marketing is very different. I listened to everything I could and really didn't get very far with me. It was about 6 months later that she invited me to a lot of event and you know I just got back from 1 this weekend and these things really change your life.

The first one that I went to, I went with the idea that this was, in America we would say like a snake oil salesman, it's some kind of scam basically. That's what I thought it was going to be.

I thought these people just want my money and I don't have any money, so I ended up taking a friend of mine who is actually a very successful businessman and I thought if anybody can see through this it will be him.

So after about halfway through the day we went to lunch and that morning a guy by the name of Armand Morin had been speaking. I didn't know Armand at all at that time and so I asked my friend I said "what do you think of that guy Armand Morin?"

My friend who I've known for many, many years who is a very successful businessman said "Armand Morin is the real deal, listen to what this guy tells you Jason."

That was really it for me Jean, that let me know that there was a legitimate business aspect at internet marketing and it really took off from there.

My first dollar that I ever made was with local business marketing, it was really kind of an accident. I was at a car shop where I was getting my car worked on and the man there asked me what I do for a living and when I told him internet marketing.

I'd never done that for anybody but that's what I told him because I didn't have another job and he immediately jumped on that and said that he wanted to hire me and I thought "oh no, you can't do that because I don't know what I'm doing".

And so he ended up pressuring me into giving him a price and I thought I'll try my best to scare him off and so I told him \$300 a month. I should have told him a thousand because he jumped on 300. He was very excited about it.

We got back to the shop that afternoon and he handed me my bill which was \$600 and then he grabbed it back from me and he tore it in half and he said "that's your first 2 months payment for your services".

And I knew right at that moment either one of two things are going to happen Jean, either I was going to be successful in internet marketing or this guy was going to beat me up. I don't know which. I really had no idea which.

He was very big and I thought I don't know if I can do this but I just went out and I just followed the basic things that people tell you: create a blog, start writing content, set them up on Google places, do some article marketing and some social media.

You know what I found?

He started getting more business Jean and eventually we were able to track about \$22,000 in one month back to this local businessman just from the efforts I have made online. That is the reason why I named the title of the book [Local Business Insane Results](#) because I think creating \$22,000 extra dollar in profit is a pretty insane result, what do you think?

Jean: I think it is and it is also why you are still here to tell the tale then because he was a big chap.

Jay: Ha! Ha! That's right, I didn't get beat up. He's actually become a really good friend; I stop by his shop this morning and was spending some time with him. He is a great guy and we still do lots of business together this day.

Jean: And you were saying about the lady that got you started, was it Connie Ragen Green? was it?

Jay: It absolutely was. I'm glad you mentioned that. I was planning on saying that in the end and I guess I forgot. It is Connie Ragen Green who is still my mentor to this day; we spent some time together this weekend and that was absolutely awesome. She's a superstar and I would highly encourage people to check out her stuff as well.

Jean: Well she certainly encouraged you to write articles didn't she? Because didn't you write 200 in a hundred days, 2 a day?

Jay: Yes I sure did. It's always great when you tell people your story but it's even better when they tell you your story and I appreciate you knowing that. That is how I kind of started. After that conference there was a kind of challenge thing they did and Connie had said that she wrote a hundred articles in a hundred days and that's how she got started writing articles.

Now she has over 1600 articles today so I thought I can do that but not only can I write one article a day, why don't I write two articles a day? So I did that for a hundred days and I wrote 200 articles in a hundred days and I'll give you a little secret Jean. That information that I started writing way back then allowed me to have some beginning content when I started writing this book.

If you are interested one day in becoming an author, a great place to start is by writing articles.

Jean: Actually I'm a published author; I've already got three books up. How do you feel about the self-publishing? A lot of people now can self-publish and I'm sure your work is quality.

Jay: Yes

Jean: From what I've seen, do you think there's going to be a danger that people will put rubbish up there?

Jay: Absolutely. You can go out and you can buy a private label rights or PLR and literally you can stick that up on Amazon through I think create space, and they even have covers laid already for you and all this kind of stuff.

You can go out to Amazon and you can find 4 or 5 books with the exact same content, with the exact same cover just with a different author name on a particular subject.

The thing is if you're going to go out and maybe use that as a credibility builder to make a sales call, that is one thing, but it gives you zero credibility if that person ever searches for you on Amazon and they see 5 or 6 books that are exact duplicates of what you got and so that's not going to help you at all in the long run.

The whole idea behind being able to publish something yourself is to be able to add to the knowledge out there and I think that is one thing that a lot of people miss.

Each and every one of us has something that we know better than other people and we have something that we can share.

An example was given to me several years ago where they said “ingrown toenails.” If you wrote a book on how to solve the problem of ingrown toenails and you put it in your local bookstore, well there might be a couple of people in your town that would need that, but if you think the world is your bookstore then there are probably thousands of people that need that piece of advice.

I’m not saying you should write a book on ingrown toenails. What I’m saying is you should write a book on whatever it is, whatever piece of information it is that you have, or something that you’ve researched and found out about that you are able to share with people to help them improve the quality of their lives.

Jean: Absolutely, I really hope that your book flies off the shelves as they say because clearly judging from the title it could help a lot of people change their lives in their current situation.

Jay: It definitely helped me changed mine and I hope that it changes a lot of people’s lives and their financial situation as well.

Jean: Do you think there’ll be a sequel?

Jay: Yes, I actually am working on it. It’s kind of funny because I’ve never thought I’d write the first, now I see myself writing many more.

Jean: Is that what you like doing most? Being an author?

Jay: Well I don’t know, I mean this is a brand new thing for me as far as writing books and so I think I’ll probably do it about once a year from here on out.

I’ll tell you what I really enjoy; I really enjoy webinars because I am able to interact with people on several levels through my voice, through the images on the screen and sometimes I even take control of their screen and show them how to do things right there on their computers. It gives me a real ability to teach and I think that’s where I really enjoy myself the most.

Jean: If you have somebody approach you, a small business approach you, and say “what is the minimum I would need to do to promote my business?” , what would you say?

Would you say blog?

Jay: Yes, absolutely I would say that a blog would be a big way to go. Most people think of a blog and they think it’s something that you got to write all the time. You don’t. Really it’s just using the right keywords for your business, using your town’s name and then writing a blog post a week or once a month is typically enough for a small business to be able to generate some traffic.

Jean: Yes, there's just so many ways to do it these days it's very confusing isn't it? You've got Twitter and Facebook and blogs and websites and Google plus. It must be a nightmare for businesses because I mean, let's face it, the pizza man knows how to make pizzas doesn't he, the car mechanic knows how to fix the cars; they don't know how to promote their business online, which is why anybody who can offer that service should be in a good position.

Jay: Absolutely, that's why for the more technical people in your audience I would just like to say this method is also a great way to get started in your own offline consultancy.

So you would be able to actually go out and charge people to do this for them because you are right, the chiropractor, the plumber, the auto technician, they really don't want to mess with computers and so they'd rather pay someone to do it.

And they're used to yellow pages ads where they are paying \$500-\$600 a month so it's not out of the question to charge them that much for advertising which is much, much, more effective.

Jean: How do you get your business? Do you advertise word of mouth?

Jay: Offline clients? One of things that I teach, I've got a course that I teach on this, and the best way to get clients is what you just said, through word of mouth. From that first client that I got, I was able to get several more, and then because I over delivered on those I was able to get several more and so it kind of grows like that.

I've never been the type of person that really wants to go door to door, begging people for business that is not really the best way to go.

Another way to kind of hit a lot of people at once is to get a speaking engagement like at a chamber of commerce or a business network meeting where you can explain in 15 or 20 minutes the basics of what you do for a business and how it can help them to get more business. You'll be surprised, even though you are giving away most of your information, at the end of it they'll come up to you and just want to hire you as their consultant to do the work for them.

Jean: That is the same as if somebody was explaining how to fix a car engine. They might tell you how to do it, but actually physically doing it and having the tools is...

Jay: Is a whole different thing...

Jean: Absolutely, yes. Well I appreciate that information you just passed on there and I think I'll probably better let you go because you said you'd give me 20 minutes and we've already gone over.

Jay: That's okay, you've had some really great question Jean and I appreciate that. If any of the listeners out there would like to find out more about me they

